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Trend

New Jersey and New York

SEPT. 18 1959

Picture of JEAN COWAN, "New Jersey Beauty" before death.

15¢

WEEKLY

Gaskins, Helen Green, Theresa Grey, Annetta Harris, Shirley Hendricks, Shirley Hines, Thelma Hinton, Connie Hoffman, Elaine Johnson, Pearl Jones, Carolyn Keats, Shirley Kelton, Lorraine Lipscombe, Carol Mitchell, Patricia Munford, Melba Smith, Jacqueline Thomas, Marion Waldon, Doris Williams, Gloria Wilson, Janet Winston, Patricia Woolridge.

Judges included Atty. Herbert H. Tate, Mrs. Rosamond Marrow, Clyde Mitchell, Mrs. Audrey Burns, Councilman G. G. Woody, Donald Stokes, Assemblywoman Madelyne Williams, Charles R. Nolley, Leonard Simmons, Mrs. Larry Stalks, George E. Cushnie, Hilton G. Hill and

On the production staff for the event were Vera Longus of Belleville, Everett Clarke of East Orange, Tiny Prince, David PEARSAL Harold E. Carter, Elsie Payne, Loretta Miller, Golden Brown, and Barbara Abrams.

Frank Tucker, secretary to U. S. Senator Harrison A. Williams presented the award signaling victory to Mrs. Winston.

Many well known folk attended including Mrs. Eola Jette of Jersey City, Mrs. Marcella P

ON THE COVER
Left to Right
PAT MUNFORD
CECELIA COOPER
CROWNING
JANET WINSTON
NEW JERSEY BEAUTY
NEXT TO
SHIRLEY HENDRICKS

Janet Winston Wins N. Jersey Beauty Title

Mrs. Devore was emcee of the event and narration of the girls was divided between Lillian Hammond of Jersey City and Audrey Smaltz of New York.

Swimsuits, talent and formals were exhibited by the girls who have been in rehearsal a number of weeks.

Miss Helen Williams of Montclair, top photographic model of the nation and cover girl, appeared and modeled briefly in a black dress. Mrs. Winston, the winner, was crowned by Cecelia Cooper, highly publicized "Miss Cannes Festival" of 1959.

Miss Cooper, who was driven to the event from New York by James H. Fultz of Newark is daughter of the former bandleader Al Cooper who for years resided in Newark in Washington street.

Girls participating were Bryna Bell, Elois Boyer, Barbara Brown, Jo Anne Brownlee, Barbara Bryant, Laurice Callisee, Claudette Cordell, Jane Cowan, Thomasina Curry, Leah

Back

TREND'S

COVER GIRLS

West of Jersey City, aide to Congressman Cornelius E. Gallagher; Mr. and Mrs. John Miles, Renee Stalks, Evelyn Booker, Ann Lyles of Bayonne, Naomi Royster, Newark; Wynette Young, Newark; James H. Fultz, Newark; Mrs. Bessie Thompson, Newark; Curt Clemons, New York; Clint Miller. WNJR.

Also Ernest Hargett of Seprol of Paris who gifted the winner, Jerrie McRimmon of Kearny, his fiancee; Mr. and Mrs. Teddy Powell, Mrs. Helen Lyles of Morristown, mother of the winner; Mrs. Philip Bass of East Orange and many others.

THE WINNERS IN ORDER ARE

1. JANET WINSTON
2. SHIRLEY HENDRICKS
3. PATRICIA MUNFORD
4. LEAH GASKINS
5. CLAUDELLE CORDELL
6. GLORIA WILSON
7. LORRAINE LIPSCOMBE
8. PEARL JONES

Miss Cecelia Cooper, checkng with Trend.

Mr. Al Cooper, promotor, band leader, now retired, father of Cecelia Cooper.

Fabulous Montclair model, Helen William of Ebony Magazine, was also guest.

"New Jersey Beauty" Johnny Waddell, Yvonne Cobb, Allan R. Oliver, Willie Webb and Claudett Cordell.

'POLLY TICKS"

By Eddy Guilbert

The Jersey Bounce:

Eastern seaboard politickers are throwing bouquets at Eulie "Honey" Ward, Newark's newly elected tan Democratic chairman of the teeming Central Ward. Honey defeated his white opponent in a slam bang election which saw Harlem's Adam Powell crossing the Hudson to speak for Honey's election. The new chairman's first official act was to appoint the writer a member of the county committee for the 15th district and to send the name of Van Y. Clinton, young Newark attorney, to the county chairman for consideration as a deputy attorney-general for the County of Essex. Van got the job! The magic number in Newark these days is "217" West Kinney Street, that is. This is the location of Irvine I. Turner's

Association and you can find all the wheels, who hope to be wheels, has been wheels, pumping hands, blackslapping, and saying I knew "we" could do it! Rebublican circles are asking if Val Washington is being consulted by ex-Congressman Kean, now the chairman of Essex County, in the battle of who won what! Young Bill Stubbs and veteran Pros Brewer both are claiming election as GOP

Councilman Irvine I. Turner and his know how to win organization will reciprocate and cross the Hudson when Congressman Powell says come a running . . . They are saying that Congressman Hugh J. Addonizio will make a few changes in his organization by the time the next election rolls around. Is this to be a switch from lovely Larrie Stalks to brainy Harry L. Wheeler? Newark City Hallers are saying that Clyde Mitchell, aide to the mayor, is the man to see if you need the mayor and that ex-athlete, Charley Jenkins, is quietly fed up with politicks and the way the wheel turns.

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CONFIDENTIAL

By TINY PRINCE

It's great! It's fine! It's a pleasure to read with interesting jive to keep you cool and alive. Vhum . . . It's TREND in the pocket size, the concrete jungle echoes its response to the most revolutionary guide to what's happening past, present and future ever pubished.

ATLANTIC ITY—Slappy White lost $1,700 on Basilio to beat Fullmer, wow!

CHICAGO — Brook Benton broke all records on his recent tour . . . Joe Louis, our Champ, was raved about most in the recent golf tournament . . . Greta, Star out of New York in Chicago, opened up a mad Rumpus Room.

NEW YORK—Happy birthday Miss Dinah Washington, late but straight, August 29th . . . Cecelia Cooper, secret ambition is to play a part in Hollywood . . . Elaine Guster, ballet teacher, fits my book as one of the best . . . Dizzy Gillespie off to Europe.

NEWARK—Lots of folk felt Gloria Wilson and Shirley Hendricks should have been tops in the recent "Miss New Jersey Beauty" show sponsored by Ophelia DeVore School of Charm . . . New York Central—If you still enjoy music by big bands catch Allan Jackson's rehearsals every Wednesday evening . . . Happy birthday in order to Bobby Washington, Ike Washington, his dad, celebrated the same day, along with Nellie Shank and Merril Hobart . . . Irving V. Eason, Jr., of Midwood Motors, Edsel and Lincoln Continental Branch, has been suffering with a bad back.

Mary Marie
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Miss Dolores Grace Cargile, daughter of Rev. and Mrs. Charles Cargile, 630 Cleveland Avenue, was wed in July to James Battle of Magnolia Ave., Elizabeth, son of Mrs. Amiah Battle of Rocky Mount, N. C., in Mount Calvary Church of God, Elizabeth, followed by reception in the Church dining room. The bride, a graduate of Linden High and Mandl School of Medical Technicians, New York, and the groom graduated from the Booker T. Washington School, Rocky Mount,, S. C.

WEDDINGS

Miss Ernestine Holmes, daughter of Mr. and Mrs. Jack Holmes of Nesuine Road, Montclair, married August 1st to Winston Cady, son of Mr. and Mrs. Rolanday of West Chester, Pa. The ceremony was performed at the St. Paul Baptist Church, Montclair. A reception followed at the Sterington House. The bride was a graduate nurse and employed at Mountainside Hospital, the bridegroom is employed as a Physical Director of Crispus Attuck Recreation Center, York, Pa.

QUICKSET

PRINTING CO.

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MANAGER

DAVID D. PEARSAL

JERSEY AFTER DARK

People are saying that the man who lived on First Street no longer has all that loot, he now lives in East Orange. Is that so?

We are not going to even discuss the chicks who are running around on the make, grubbing drinks at one of the most fashionable nite spots. Some folks think they are on the club's payroll.

Councilman Ike Turner should be told about those polisement, ofays, of course who are abusing their privileges of enforcing the law on Negro women.

The Belleville phony has tried every one and every thing will soon run out of usefulness, you just watch and see.

They are saying that the recent shooting of number men could be the feud between the Jewish lads and the Italians who have lost control.

The baseball Johnsons have more nerve than sense, a big name like they are supposed to have dropping bad checks.

Big Ann Little's shop continues on, and she is with our friend, the Hell raiser D. W.

City Line-Broadway Open House, Clyde Reid, Clydes Golden and Carl Hester, three top bartenders who are keeping

EDITORIAL

NO PLACE FOR COWARDS

There was a time when America had red blooded men walking the streets who were not afraid to go to the defense of a woman, no matter what her station in life might be, as the right thing to do. It made no difference whether she was a prostitute being abused by a pimp, a wife being bullied by a brute of a husband, or a refined lady being annoyed by a bum or a pick-up artist. The main issue was that the woman needed help. Nowadays it is different. Men will stand by and watch a woman being mauled, slapped around or even stabbed to death and not lift a finger to help. Why? Is it because we are turning out generations of cowards, or because the age is turning men into morbid animals who like to see others hurt?

Not so long ago a woman was accosted in a Newark park. When she tried to escape her assailant she was overtaken and beaten crying out for help. No one sitting on the other park benches moved to her aid. Finally she was stabbed and her piercing screams alone sent the mad man scurrying. The crowd converged on her prostrate form, and waited for the police to arrive. Then they went back to their seats to talk over the act as if it had been a play.

What has reduced men and even women to such a callous state of mind? A few years back women would have sailed into the attacker in such numbers and force that he would have been fit material for the hospital instead of the woman he molested. There was a spirit of interest and mutual protection. Even in the deep South, where the color line is acutely drawn, I have seen fine white women defy an angry mob of street

405
OPHELIA DeVORE
ASSOCIATES

Three center page lovelies—
left to right—Shirley Hendricks
Pat Munsford and Pearl Jones.

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anger-ons who were bent upon annoying a Negro girl passing them. You can imagine what these women would have done had a woman been fleeing for her life screaming for help. Yet the park bench warmers in Newark, or the office worker with his empty brief case, hurrying along, filled with self importance, have no desire to face up to hoodlums in defense of anyone. One wonders what these rabbit hearted citizens would do if the woman happened to be a sister, wife or mother? No doubt they would whimper, "Will someone call a cop?"

And speaking of the police, commonly referred to as cops, where do they hide? There are too many fat policemen riding around in cars waiting to be directed from headquarters and too few on the streets ready to act in an emergency. By the time the attack is reported in and the cruise car contacted the culprit could be home in bed. Whether or not the police eventually catch up with the attacker does the victim very little good.

The truth of the matter is, that bystanders should have more guts and the police should be more available.

Picture of JEAN COWAN, "New Jersey Beauty" before death.

DEATHS

Death Claims Beauty — Miss Jane Laverne Cowan, of Newark, who was a hopeful in the "Miss New Jersey Beauty Contest" died of pneumonia at Presbyterian Hospital. She lived at 595 High Street, Newark. 22 years of age and was a student at Ophelia DeVore School of Charm in New York City. Miss Cowan's body was buried in Washington, D. C., last Saturday, by her parents, Mr. and Mrs. Sherman Roberts.

1941 — Remember when the Magnificent Wacks, a social club, was the first Negro organization to rent Ann Gordons.

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ON THE SCENE

What is the secret deal about Count Basie Band, Joe Williams and promoter Franklin Geltman?

* * *

Didn't know that Ella Fitzgerald now made her home in California, and that she was managed by Norman Granz.

* * *

Miles Davis, who has had three fights with the law, will not win this one so bets Broadway money, these hot nites.

* * *

Newark's patrons, who were out of town during Eddie Lock Jaws' gig at the Hour Glass with Shirley Scott, are asking for a return engagement for him.

* * *

Tac Williams, the process man at Pal's Barber Shop, West Market Street, has employed a private eye to apprehend the thief who stole from them three times during the month of August.

* * *

Larry Darnell, who has a hit in the making, on the scene with Grace Smith, Kelly Owens, of Arrow Records, and Charlie Steinberg, catching Dee Dee Ford and her trio at Frederick's Lounge.

* * *

Chuck Berry's story is that the white girl was a fan seeking his autograph. Giggles . . .

* * *

The "Whaler" blues singer quit his job at the United 12 Club, "said the loot was miserable," unquote.

By Charles A'Dell

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125th Street, New York City

Left to right: Larry Williams, Faye Adams, Hot Rod, Kitty and Mickey, and tavern owner Ruth Clairborne at the Hot Rod table . . . Ralph Bastone, the manager, really helped make this a gala affair, so says Teddy Powell and Trend photographer Al Bristol.

Disc Jockey Hot Rod digs "TREND" while at work sitting in for Jack Walker, both are on W.O.V.'s Radio Station.

Sincerely
Brook Benton

BROOK BENTON—BIOGRAPHY

Brook Benton was born in Camden, South Carolina, on September 19, 1931. He is six feet tall, and weighs 176 pounds. His singing career started at the age of ten, with the Junior Choir of Ephesus A. M. E. Church. He sang with the choir for three years, then he decided to form a quartet, and they started singing in churches and at parties. During their senior year in High School, they sang on a local radio station (W.A.A.C.)

After finishing high school, Brook accepted an offer to go on a tour with another singing group, which led him eventually to New York City. Here, after many unsuccessful attempts to get an audition at any of the record companies, he met Bill Cook, who was then a disc jockey in Newark. Bill Cook introduced him to Marv Holzman of Epic Records, who signed Brook to his first recording contract with that company.

He is now under contract to Mercury Records. Through Dave Dreyer, with whom he has a managerial contract, he met top-flight songwriter Clyde Otis, and started his songwriting career. He is very successful in this aspect of the profession, and has had several of his songs, in collaboration with other writers, in the Paramount picture, "Mister Rock and Roll" . . . Brook also was featured as a singer in this picture. Brook has been on the Ed Sullivan show twice, and is set for a third appearance.

List of Song Hits

It's Just a Matter of Time . . . Endlessly . . . Hurtin' Inside . . . Thank You Pretty Baby With All My Heart.

What's Happening?

September 16—Testimonial: Jennie L. Lemon, Military Park Hotel, Newark.

September 19—Urban League Guild and Fashion Show at Terrace Room, Newark.

September 27—Bud Simmons: Fashion Show, Winfield Scott Hotel, Elizabeth, N. J.

September 30—Ebony Fashion Fair, Terrace Room, Newark.

October 4—Fashion Show and Dance, How Marco Continental, Newark.

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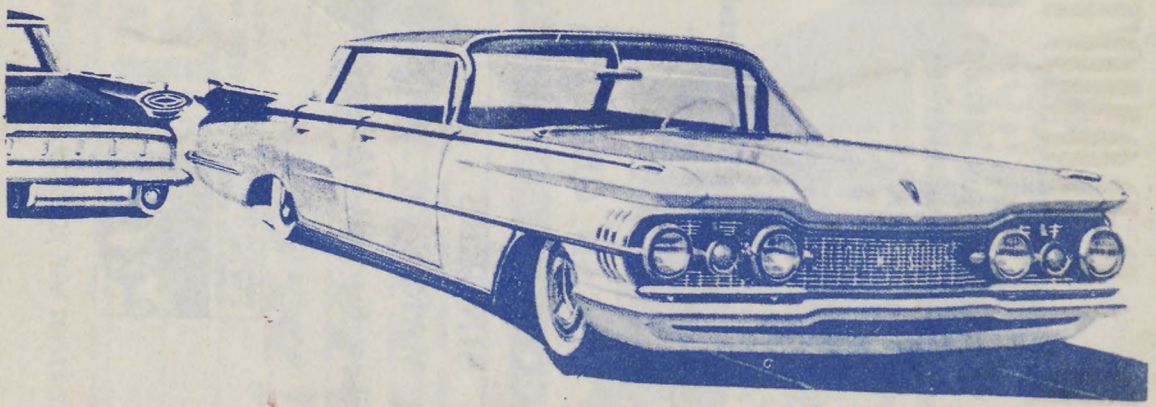

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